

VIDEO PRESENTATION SCHEDULING AND CONTROL METHOD AND  
SYSTEM

ABSTRACT OF THE INVENTION

5           A system for scheduling and controlling presentation of data (10) includes a  
data library (40) operable to store a plurality of features (44) and promotional data  
(42). The system (10) also includes a plurality of data presentation units (30a-30n)  
each operable to present at least one of the plurality of features (44), where at least  
one of the plurality of data presentation units (30a-30n) is coupled to the data library  
10 (40). The system (10) also includes a server (60) coupled to the data library (40) and  
operable to select at least one of the desired number of features (44) to present at a  
selected one of a desired plurality of times. The server (60) is also operable to  
determine restrictions applicable to the selected feature (44) and select applicable  
promotional data (42) to be presented with the selected feature (44). The server (60)  
15 is also operable to select a location in which to present the selected feature (44). The  
server (60) is also operable to automatically provide the selected feature (44) and  
promotional data (42) from the data library (40) to at least one of the plurality of data  
presentation units (30a-30n) in the selected location at approximately the selected one  
of the desired plurality of times. In addition, the scheduling and control process may  
20 also be further operable to control at least one facility element (32a-32m) within the  
selected location at the selected one of the desired plurality of times.

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